

November 10, 2025

Dentsu Group Unveils “Dentsu Future Mandala China Ver.” a Medium-Term Future Prediction Tool

— Predicting the trends likely to emerge by 2030 and supporting Chinese businesses formulate future-oriented business strategies —

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) announced that on November 10, 2025, Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo), the core company for the Group’s Japanese businesses, launched “Dentsu Future Mandala China Ver.” Based on the medium-term future prediction tool “Dentsu Future Mandala”^{*1} that Dentsu Inc. has deployed in the Japanese market, the China version of Dentsu Future Mandala has been reconfigured and tailored to reflect social challenges and consumer sentiment unique to the Chinese market. For further details, see Dentsu Inc.’s press release^{*2}.



Going forward, Dentsu Inc. and Dentsu Creative China will provide differentiated value unique to dentsu^{*3} through consulting services and seminars that use this tool, thereby contributing to client business growth in China.

Since 2024, dentsu has been fully promoting the global expansion of its Business Transformation (BX) services, which support clients' transformation and growth^{*4}. Based on over a decade of experience and knowledge nurtured and built in Japan, this unique growth-oriented consulting service excels in the three core areas: business transformation, corporate transformation, and sustainability strategy. Seeking to address the various challenges being faced by our clients, dentsu will continue to advance strongly the global expansion of BX to deliver optimal solutions, combining its strengths in creativity, execution, and data and technology with a marketing-oriented perspective.

*1: "Release of 'Dentsu Future Mandala 2025': Predicting 2035 Trends to Inform Future-Oriented Management Strategies" (Press release February 19, 2025; Japanese only).

<https://www.dentsu.co.jp/news/release/2025/0219-010848.html>

*2: "Dentsu Unveils "Dentsu Future Mandala China Ver." a Medium-Term Future Prediction Tool" URL:

<https://www.dentsu.co.jp/en/news/release/2025/1110-010963.html>

*3: The collective term for Dentsu Group Inc., a holding company, and its 720 consolidated subsidiaries in Japan and overseas.

*4: "Dentsu Expands Business Transformation (BX) Services Globally to Support Client Transformation" (June 18, 2024). <https://www.group.dentsu.com/en/news/release/001227.html>

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